

THE "OTTAWA SPOTLIGHT"

(Weekly Review of National Affairs)
By M. McDougall

OTTAWA, Dec. 19th.—Domestic affairs lie in the shadow of momentous events abroad. The battle of the Atlantic is now silent, and will remain so until February 17th except for the conference on the Rhine Report in January. But Canada's destiny like that of the whole British Commonwealth and all democracies throughout the world is being fought in battles across the Atlantic and government leaders here have been greatly cheered by the successes of British arms in Egypt and Libya and of the small but valiant and efficient Greek army in Albania. It is a source of pride to Canadians that the R. A. F. squadrons in North Africa, co-operating with the mechanized land forces and the navy, by striking at enemy airbases and harassing lines of communication, are under the command of an airman, "Coburn," a distinguished veteran Canadian airman of the last war. His name is that of Bishop and Barker is "with large" in Canadian air news.

The extent of Canada's contribution to the Commonwealth Air Power in the coming months and what it will mean in the course of the struggle are becoming increasingly clear. The late Lord Latham, British Ambassador in Washington, in his last speech which had to be delivered by proxy on account of his illness said:—"The Canadian Training Corps, which is coming into output. You will be surprised at what will come out of Canada shortly in the shape of trained pilots and men. And Canada will perhaps the best airman in our forces in the last war."

Sale of War Savings Certificates—

The Finance Department, which shoulders the heavy burden of financing Canada's part in the war, is anxious to see Canadians take a more active interest in the war savings certificates campaign. In his recent speech in Montreal, J. L. Haley, the finance minister, stated his case very clearly. The purchase of these certificates, he pointed out, means a steady flow of funds into the Dominion Treasury. Similar campaigns have been successful not only in Britain but, in Australia, which has not the population or wealth of Canada. He would like to see Canadians buy at least ten million worth of these certificates and stamps instead of between two and three million, the present rate of purchase. He wanted to see self-interest among all classes. "When we are calling upon the people of small means to deny themselves, even some of their modest comforts, it is not enough to ask, but they are being played in high places."

Canada's Trade Mission to Latin America. The trade mission, headed by J. A. MacKinnon, minister of trade and commerce which will make a tour of Latin American countries and the West Indies will likely next be to Peru. The countries trade with our Central and South American neighbors has been expanding since the descent of the iron curtain on occupied continental Europe. In 1939 exports to these Latin American countries amounted to about 20 million dollars, and imports from them about 15 million dollars. The object of the mission is to establish Canada's trading position still more strongly and thus to help this country's economic and financial position in these trying times.

BREAD AND FOOD

Bread And Vitamin B1

A development has occurred within recent months which may mean a great deal to Canadian wheat producers. It is the discovery of the importance to the human diet of vitamin B1. The hard spring wheat, grown in the prairie provinces of Canada, is one of the most prolific sources of this vitamin. The cheapness of bread and its widespread use makes it a natural and desirable medium for the increased human consumption of vitamin B1. Milling flour practices have eliminated the largest percentage of this vitamin from white flour from which the bulk of the bread is made. What has actually occurred is that we have been feeding extremely valuable vitamins to our poultry and livestock instead of to human beings. About 82 percent of the vitamins of wheat have been going into feed only, and went into straight flour, and as little as 6.7 per cent into patent flour. It was the British authorities keenly

times. (It is expected that in a short time Canadian Ministers will be appointed to Argentina and Brazil. The appointment of these envoys, the first to be accredited to Latin American countries was promised by the Prime Minister in the latter days of the Session just adjourned. In the last few days word has been received that Mexico would exchange an exchange of ministers with Canada, but it is uncertain when diplomatic relations will be extended to Mexico.)

Though Canada's fight is not large, it is in the thick of the fight on the sea and in the hazardous and taxing duty of patrol and convoy work. During the past week, word came of the sinking by torpedos of the destroyer Sagway, with the loss of 21 seamen and injury to 18 others. The Sagway was a British port undergoing repairs. When this work is finished, it will take 150 days.

The department of pensions and national health is engaged on plans to assist discharged men of the armed forces to rehabilitate themselves, in civilian life. It is understood that the department is also studying the question of providing immediate help to those returning from British incursions from front service, who have no means of support.

Officials are now laying plans for the coming conference on the recommendations of the Rowell-Sirois Commission. It is not expected that everything will run entirely smoothly at the conference, there will naturally be differences of opinion expressed on various recommendations advanced in the report. But it is also equally clear that it will not be a question of adhering to the report in its entirety. It will unquestionably be adjustments on some recommendations to meet provincial views.

Shower For Recent Bride

Miss Bruce Gray was the guest of honor Saturday evening last at the home of Mrs. T. B. Hughes, when Miss Gladys Hughes and Mrs. J. Bennett arranged a miscellaneous shower in her honor.

Due to the illness of the bride's mother the wedding had taken place very quietly in Central United Church, with the Rev. K. Melville Aitken presiding over the ceremony Friday, November 29th.

The bride was very artistically decorated with pink and white streamers and white wedding bells. The gifts included in unexpected numbers of small mementoes, while the bride was pursuing her "Treasure hunt."

Following this a very delicious lunch was served and the bride and groom enjoyed the coffee cups.

Joan Wynn expressed her thanks for the pretty gifts and for the kind wishes and congratulations.

"For She's a Jolly Good Fellow" completed a very happy evening. About 22 guests were present.

Town Council

At a recent meeting of the Town Council a resolution was passed that the recommendations of the Royal Commission on Dominion-Provincial Relations be put into effect at the earliest opportunity. The resolution was directed to be sent to the Right Hon. W. L. Mackenzie King, who has replied by his private secretary that the resolution has been carefully noted.

SUBSTANTIAL BENEFITS FOR ALBERTA IN SIROIS REPORT RECOMMENDATIONS

Article No. 3—

Substantial benefits will accrue to Alberta if recommendations of the Rowell-Sirois Commission are implemented. Provincial authority in various fields will be strengthened, and clarified, but the major benefits are financial in character. These are—

1.—There will be marked improvement in the financial position of the province. On the basis of 1937 figures, the province will have a clear surplus of \$2.5 million.

2.—On the basis of full payment of interest on Alberta bonds the gain to the provincial government is \$3.6 million. But succession duties in 1937 were \$1 million higher than normal, and no provision was made for sinking funds (formerly \$750,000).

Adjustment for these items increases the financial advantage to the Alberta government to \$5.3 million.

3.—Municipalities will be relieved of relief expenditures, which cost on average \$1 million in 1937, on the basis of 1937 figures the municipalities will have a surplus of \$1.5 million, or roughly 7 1/2 per cent of their expenditures.

4.—Alberta's education and welfare services could be restored to pre-depression levels and at the same time real estate taxation could be reduced.

5.—Adjustment of the default on Alberta bonds, refunding of the Alberta credit, since, in its view, the present lack of credit is hampering Alberta's economic progress. The report points out that the outlook for Alberta is promising and that the province is still at the stage when, under normal conditions, one would expect large scale capital investment and rapid expansion.

"Because of the possibilities which exist to increase income and welfare generally in Alberta, if new capital investment is made, it is of common concern to re-establish Alberta's credit and to provide conditions which will inspire investors with confidence." There is another financial advantage to Alberta which should not be overlooked. No longer will the province and municipalities be burdened with relief costs. More over, the

"What makes me hopeful is when I think of the time we start trimming Hitler and feeding the people he is starving. Assuming two years of blockade and then three years of offensive warfare or peace, Canada can export to countries now blocked 160 million bushels of wheat a year for three years. This, with exports to Great Britain and Canadian domestic demand would leave a carryover at the end of five years of only 100 million bushels."

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Strathmore Streets Present Festive Appearance

Strathmore citizens may begin to indulge in a little "gloating" as we look on Main Street with its festive colored streamers, and the well lighted trees at the intersection of the Main Streets of our town.

Our congratulations to the Town Council and to the Calgary Power Co., who have sponsored the illumination. We doubt if there is another Alberta town of the size of Strathmore that presents such a brightly illuminated Main Street.

23RD BATTERY



PART 1 - ORDERS—

Place—Strathmore Memorial Hall. Time—There 1930 hrs. Mon. 1930 hrs. Dress—Battle Dress (serge) and Dress Shoes or Military Shoes with black removed and rubber heels.

Training—

Thursday, December 19th—

1930-1935—Roll Call and Uniform Inspection.

1935-1940—Physical Training.

2015-2020—Gun Drill Sub-Section 1.

2020-2025—Sub-Section 3 and 4.

2025-2030—Rifle Shooting Sub-Section 1.

2030-2035—Gun Drill Sub-Section 1.

2035-2040—Sub-Section 5 and 6.

2040-2045—Rifle Drill Sub-Section 3.

2045-2050—Dramatic.

Monday, December 22nd—

1930-1935—Roll Call and Uniform Inspection.

1935-2000—Physical Training.

2015-2020—Gun Drill Sub-Section 5.

2020-2025—Rifle Shooting Sub-Section 1.

2025-2030—Gun Drill Sub-Section 1.

2030-2035—Sub-Section 2 and 4.

2035-2040—Rifle Shooting Sub-Section 1.

A Merry Christmas and a Prosperous New Year.

W. L. Mackenzie, 2nd Lt. A.

23rd Battery, R. C. A.

Whenever I want to rise early I always leave a note in the milk bottle, and the milkman wakes me up by ringing the front door bell, said Jones.

His friend smiled. The only thing that prevents me from using that idea is that I am seldom home early enough to write a note to the milkman.

At the beginning of this article it was pointed out that methods were known that would meet any situation so far encountered as it carelessness or mistakes in practice cause fields to start to drift there is no excuse for letting the drifting continue. Almost every farmer knows what to do, if not, very likely his neighbour does or communicates with an Experimental Station will likely bring the answer to the situation.

It must be remembered however that the control measures necessary may be severe. For example, if a grain field has started to drift severely in the spring as the grain is coming up it may be necessary to strip spots such a field or to plough the drifting spots under or to cover the drifting parts with straw or manure or to do some things that the farmer just does not like to do because it means the destruction of what he had hoped would be a crop. For that reason, it is better to keep the field protected.

The logical thing to do then is to keep our farming operations covered up until our summer-fallowing is a way that will keep the soil protected. Careful attention to preserving straw covers, strip farming where feasible, late summer ploughing, if fields are bare; strip tilling in the fall on big black fallows; seeding cover crops where moisture conditions are satisfactory; seeding strips of grain through large blocks of fallow are some of the methods that prevent soil from starting to drift. Prevention is better than a cure but even cures can be accomplished. There is little excuse for permitting soils to drift.

A fat lady stepped on the scales, not knowing they were out of order, and put a penny in. The next day she stepped on the scales and stopped. Edna Hine, who was watching in a slightly irritated condition, staggered and said: "Migosh, she's hollow!"

He's an elite blacksmith in a restaurant. Good heavens, what's that? He shook his head.

Superintendent Mr. Munro MacLeod complimented the people of Swatwell and district for the splendid manner in which they had cooperated in making such a splendid building possible. He stated that it was one of the finest finished schools that he had ever seen in a village district and hoped that the people in the surrounding territory would take full advantage of its facilities.

Addressed were also made by Mr. M. J. Powers, chairman of the Local Board, Dr. R. M. Elliott, Mr. E. M. Brown, Mr. J. A. and representatives of the various school districts, and by Mr. S. A. Franklin, principal of the Swatwell High School. Compliments were the order of the evening for all present. Plans for the future planning and erecting the building.

Subdivision No. 4 of the Wheatland School Division has the heaviest enrollment of any of the school divisions, and a much needed accommodation for High School education was now available to the children of the various school districts, not too far distant from their homes.

THE SEARLE FALL MOISTURE RECORDS FOR THE YEAR 1940. The precipitation which occurred during the recent months of August, September and October, weighted for wheat average, was 82 per cent of the normal or long-term average in Alberta, 77 per cent in Saskatchewan and 70 per cent in Manitoba.

Combining the three Prairie Provinces, and again weighting for wheat average the percentage of the normal average is 80, compared with 62 last year and 106 for the year before that.

An examination of the figures for each crop district, and of the map, reveals that there is a large area in central Saskatchewan with Outlook as the centre, and another large area in the west and northwest of Edmonton, where the precipitation has been considerably less than normal.

All this means that the crop to be seeded next spring will be under a handicap, and in the particular areas mentioned in Saskatchewan and Alberta under a severe handicap.

Investigations that have been made show that the precipitation which occurs during the months of August, September and October, or immediately following the harvest and until the ground freezes, has a decided influence on the yield of the forthcoming crop, for this fall precipitation is held in the soil and is available to be used by the next crop.

Occasionally better than normal rains in the following summer can make up for a lack of fall moisture. This, however, does not always occur, for the records reveal that during the past 41 years there have been 14 years with decidedly less than normal fall precipitation, and that in 9 of these 14 years the succeeding crop was less than normal. It will be observed, therefore, that the odds are in favor of a less than normal or average yield to the acre this coming year.

EXCELLENT CO-OPERATIVE ENDEAVOR

NEW HIGH SCHOOL OPENED

Swatwell celebrated the occasion of the opening of their new High School in a very becoming manner on Wednesday evening, December 11th, by holding a delightful banquet and a social evening.

Mr. W. H. Burns, Divisional Trustee for Subdivision No. 4 (in which Swatwell is located, very ably acted as toastmaster.

Dr. Newland delivered a fine address in which he pointed out the advantages of the new program of Education in Alberta over the old system. He stated that he believed that the prime purpose of education today was to teach children not only to lead useful lives but to live in harmony and cooperation with their fellow men, and that the social environment of the school could have a great deal of bearing on this.

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CHRISTMAS SPECIAL.—On Jan. 1st, Permanent, Regular \$2.00 for \$2.50. Regular \$2.50 for \$2.50. Mrs. Janie Lyons, Strathmore.

Burns' Night Banquet, Concert and Dance, Memorial Hall,

FOR CHRISTMAS

FOR CHRISTMAS —
B. V. D. SHIRTS AND PAJAMAS
CURRIE TIES — HANKS —
AND MUFFLERS
HICKOK BELTS, BRACES,
GARTERS, ARMBANDS
THE CLIPS AND SETS



SPATS, SLIPPERS, GLOVES

— ALL NEATLY PRICED
AND PROPERLY FITTED

A VERY HAPPY YULETIDE AND
BRIGHT AND PROSPEROUS
NEW YEAR TO ALL

Thos. E. Wright

Mer's Better Wear

Spence: "A naturalist says that fish have no means of communication."
Bill Woodliffe: "He's probably right."

They never responded to the lines I've dropped them."

Doug Shrimpton says Women may be wearing fewer clothes, but show me a married man who can find more than two looks in the clothes closet for his own use.

And Ronnie says: Show me a man who can find two.

Two film magnates were talking. How'd the new picture turn out. Julius asked the first.

Not so good, replied his companion. I'm afraid it's only colossal.

DR. N. B. MOSS

— DENTIST —
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CALGARY
Visits Strathmore Friday—
9:30 A.M. — 5:00 P.M.
AT THE OFFICE OF
T. M. WEARS, ESQ.



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TO EVERYONE ●

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Yuletide Greetings
IN THE SPIRIT OF FRIENDSHIP AND
GOODWILL WE EXTEND OUR SINCERE
WISHES FOR A CHRISTMAS BRIMFUL
OF HAPPINESS



Strathmore Hardware

"The Store of Quality and Service."
M. A. BELLINGER, PHONE 54

(Continued from Page One)

BREAD AS FOOD

from refined flour as against bread made from whole wheat flour, the claim has been made by supporters of the white bread theory that bread was largely a fuel food and a properly balanced diet, including substantial quantities of protective foods, supplied human beings with the necessary vitamins. It now appears that the majority of people have not selected their food with the idea of vitamins in mind. They have simply eaten what appealed to their appetites when they were hungry.

With the inclusion of a greater percentage of vitamin B₁, as furnished by wheat, in the ordinary bread diet, a serious deficiency will be overcome. It is claimed that the British government will spend 60 million dollars a year to add synthetic vitamin B₁ to British bread. If the ordinary vitamin content of the wheat berry were included in the loaf most of this expenditure would be unnecessary.

Probably these startling discoveries may bring about a substantial increase in bread consumption. Already bread from white flour, containing vitamin B₁, is being sold in Canada.

For years the consumption of "white bread" has been declining in the civilized nations of the world. For instance in Canada in the period 1909-14 the average per capita consumption of wheat was 5.15 bushels. This has come down to four bushels per capita in recent years. Declines in other countries have been as follows:

	1909-14 Average	1936-37
	(bushels per capita)	
United States	4.56	3.65
Australia	5.23	4.86
Great Britain	5.63	4.76
France	6.07	6.10
Belgium & Holland	5.29	4.47

Wheat bread is one of the most complete of all human foods, and also one of the cheapest. It is hoped that when

LETTERS TO THE EDITOR

The Editor:

Dear Sir: You will recall that on November 26th I wrote you in regard to the question of the delivery of mail to troops overseas, pointing out that a large volume of mail was on board the C.P.R. freighter "Beaverford" recently sunk in the Atlantic. It may interest you to know that there were 11,000 parcels of tobacco, intended for soldiers, on board this steamer.

A further instance of "unavoidable" delay in the delivery of overseas mail has just come to my attention. The cover of an item of mail matter received on November 24th by an officer of the department has been submitted to me and the date stamp shows that it was mailed at a Field Post Office in England on October 17th. The letter was included in the mail placed on board S.S. "Beaverhill" which left England the 18th October. This steamer was subsequently attacked by the enemy and was forced to return to England for repairs, upon completion of which the steamer sailed again and arrived in Saint John at 5 o'clock, of November 26th. Delivery of the mail on board, as shown by the item in question was effected in Ottawa on November 25th. 45 days after date of mailing.

I have brought these two recent cases to your attention, in order that you may have some definite examples of the problems which arise and render it difficult to provide an uninterrupted

the use of the new bread containing the valuable vitamin B₁ content of the wheat becomes more universal, there will be a decided increase in the consumption of this food.

INDEPENDENTS HOLD GROUP MEETING

POSTPONE ORGANIZING

At a meeting of the delegates of the Independent's Group held in the Macdonald Hotel in Edmonton last Sunday, there were 21 constituencies represented, and a turnout of 94 registered delegates. It was a very harmonious meeting, and although no house leader or organization was undertaken, a line of policy was drawn up to be followed when parliament is called. A number of resolutions were drawn up and adopted, among them being one expressing concern with the ideas of the Howell-Strois Commission, and urging its being implemented, and another condemning the government's extravagances in its Social Credit houses, and its Social Credit Board.

Arrangements were made for a meeting to be held in January, at which time a leader and party organization will be selected. Delegates from the Gleichen Constituency were Don J. McKinnon, M.L.A., Mayor T. S. Hughes and Sec. Treas. J. Morton McElroy.

—Phone your locals in to 17—

mail service under present day conditions.

Yours very truly,
W. J. Turnbull,
Director.

P.S.: During the week ending November 23rd, some 162, 120 letters, 60,640 parcels and 324 bags of news were handled in the Base Post Office, Canada for despatch to overseas troops.

ON EVERY CHRISTMAS LIST!

Calgary



PLEASING TO EVERY TASTE

The Supreme Flavor and Quality of CALGARY is a compliment to the hospitality that graces your home. While at the same time the Horse Shoe and Buffalo emblem that appears on every bottle of Ginger Ale is a testimonial of your keen judgment and consideration. PUT "CALGARY" ON YOUR LIST TODAY!

ORDER BY THE CASE!

CALGARY GINGER ALE

ANOTHER QUALITY PRODUCT OF

CALGARY BREWING & MALTING CO. LIMITED
CALGARY CANADA



The Staff

Extend Hearty Christmas Wishes To Everyone



HUGHES

MOTORS

STRATHMORE, ALTA.

KING EDWARD HOTEL

● A MERRY CHRISTMAS TO EVERYONE ●
PHONE No. 1— John Spirros, Manager

ARMY OF BRITISH TAILORS Invas the United States

The United States are now getting \$100,000,000 worth of Savile Row tailored men's wear from Britain a year. One New York house, famous as "outfitters to gentlemen" has just received in a single order \$100,000 worth of British tweeds, suitings, ties and shirts. The crate, marked "Britain Delivers The Goods", is displayed in the middle of one of their windows in Madison Avenue. The suits are selling at anything from twelve to twenty guineas, \$50 to \$100 each.

The demand for British men's wear grows so strongly from month to month, despite Hitler's "total war", that a special retail export group is now being formed by Britain's tailors, bootmakers and saddlers. The vanguard of an invading army of fitters from 300 British tailors are already on their way to the States, complete with samples of most Spring's suitings and taking their tape measures with them. American men continue to look to London as American women used to look to Paris.

HOLIDAY ENTERTAINING CALLS FOR

"BEER"

Mindful of the modern trend to sensible moderation, wise hosts will include ALBERTA BEER on their refreshment list for holiday entertaining.

PLACE YOUR ORDER NOW
—AND INSIST ON

ALBERTA BEER

"THE BEST BEERS MADE"

This Advertisement is Not Issued by the Alberta Liquor Control Board or by the Government of the Province of Alberta

CHASE FUNERAL HOME

IN CONNECTION WITH

Shaver, McInnis & Holloway

IN SERVICE FOR THIRTY YEARS

—We Solicit Your Patronage For The Future—
Phones—78 Strathmore M3030 Calgary

ON THIS
HAPPY
YULE DAY

WE COULD WISH YOU MANY, MANY NICE THINGS... BUT
FORNORE MORE EARNESTLY THAN THAT THE DAY WILL
BE ONE OF SUPREME JOY AND HAPPINESS
FOR YOU AND YOURS.

SAY YOUR CHRISTMAS—

with one of our guaranteed Used Cars. Many different Models to choose from.

Expert Service on Cars, Trucks and Tractors.

CHEVROLET FOR '41—

PHILLIPS MOTORSCHEVROLET - OLDSMOBILE M. M. IMPLEMENTS SALES
CARS & TRUCKS AND SERVICE**FOR THE BEST IN—**BEEF, PORK, LAMB, VEAL, FISH, POULTRY,
● AT LOWEST PRICES**Roberts Meat Market**

PHONE 25—

STRATHMORE, Alta.

Christmas Greetings

To You and Yours

MAY THE PEAL OF
CHRISTMAS BELLS
ECHO THE JOY THAT
RINGS IN YOUR HEART.

Calgary Power Company
Limited

"SERVING ALBERTA"

Reduced Fares

FOR

CHRISTMAS and NEW YEARS
SINGLE FARE and ONE-QUARTER

FOR ROUND TRIP

CHRISTMAS

GOING Dec. 23 to Dec 25
If no train Dec. 23, tickets will
be sold Dec. 22.

RETURN until Dec. 26

If no train Dec. 26, good next
available train.

NEW YEAR'S

GOING Dec. 30 to Jan. 1
If no train Dec. 30, tickets will
be sold Dec. 29.

RETURN until Jan. 2

If no train Jan. 2, good next
available train.

FOR CHRISTMAS and NEW YEAR'S

SINGLE FARE and ONE-THIRD FOR ROUND TRIP

GOOD DEC. 20 TO JAN. 1 RETURN UNTIL JAN. 7.

BRING THEM HOME FOR CHRISTMAS — PREPAY A TICKET
Full particulars from Local Agent**Canadian Pacific****STRATHMORE STANDARD**

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THE GAME OF LIFE

All play the varied Game of Life,
With chance to win or lose;
The game goes on from day to day,
To baffle or amuse.
Some play the game with confidence,
Some puzzled with fear;
Some play with high expectancy,
Some fall when victory's near.
Some play it nervously and fast,
Some stack the cards to cheat;
Some play to pass the time away,
Some, white-faced, meet defeat,
Play on, my friend, the Game of Life,
No matter how you fare;
Play on, play hard, and play to win,
But always play it square.

—Grenville Kleiser.

DEMOCRACY AT ITS BEST(Editorial From The New York Times
December 10th, 1940)

DEMOCRACY gave a truly thrilling exhibition in the British House of Commons yesterday. In the very heart of an empire that is battling for its survival, in a country whose leaders still people have vowed that they would die rather than surrender, three pacifist members of Parliament for motion calling for immediate peace "in a spirit of compromise." They were not beheld for high treason. They were not flung into a concentration camp. They were able to argue their case freely and their speeches were reported in the newspapers, because they were simply exercising their rights as elected representatives of free men. The Deputy Prime Minister, Mr. Attlee, replied to them, and the House then voted by 241 to 1 against the motion. That was all. The four who wanted peace will be back in the House tomorrow, taking part in debates on the conduct of the war.

What now becomes of the fatuous idea that British democracy is dead or dying? Can any free country do better than this to prove that its freedom still lives? The British Parliament, it is true, has entrusted the Government with immense wartime powers affecting the life and property of every British subject. Yet the immemorial liberties still remain; the freedom to speak, to criticize, to worship, to think. The British people are free to listen to German broadcasts and to read German communiques in the newspapers. The processes of law and order continue. If the Government seems guilty of arbitrary injustice, it is attacked from press and public platform. If the Government proposes a tax which seems unfair or a law which seems uncalled for, it can be forced to yield. And if Parliament could vote almost unanimously against a "peace" resolution yesterday, it would be perfectly free to vote in favor of peace, and compel a new Government to make peace, if Parliament chose to do so.

It is important for the world to be reminded that the British Parliament and people are resolved to continue their struggle until victory is won. There is no chance of peace, no serious talk of peace now, for the British people know perfectly well that any compromise with Hitler is equivalent to defeat and surrender. But it is just as important to know that a "peace" resolution, however it may outrage the most sacred convictions of the British people, can be discussed openly and freely in the midst of war. As Mr. Attlee truly said yesterday, the debate "would not be tolerated in any other country at war." "I believe," he said, "it will show our strength."

He was right. It will show again that democracy lives in the flesh and blood and soul of the British people. It will show that totalitarian ideas have no more chance of crushing British resistance than a wind that blows against a towering mountain-side.

(Reprinted for Distribution by
Alberta Wheat Pool.)**CHRISTMAS 1940**

SOON THE BELLS will be ringing in the joyous time of Christmas. It is a happy time when the spirit of Good-will prevails, and the kindly and thoughtful deed and cheerful word kindles that general prevalence of the application of The Golden Rule. In general world conditions, it would seem as though we are passing through the trying hours of Gethsemane when the Christ Himself prayed—"If it be possible, let this cup pass"; but not so. He had to submit to the Crucifixion. His words—"And I, if I be lifted up will draw all men unto Me", are a message of hope to us

ipated sales might not only be considered as unpatriotic, but also the government would not accept as an expense the appropriation has already spent.

Despite chronic grouching for ground- ing's sake, no one really minded pay- ing taxes and more taxes until it hurt — a lot. But one little problem most business faced was this—in order to pay more taxes to help win the war, they had to sell more of their goods or services. Now, at a time when war industries are humming, employment up and competition keener, the need to advertise more to sell more (the sale of those products not being dis- couraged by the Government) becomes even more vital.

We talked to a number of top rank advertising men about all this. With- out exception, they agreed with those views. However, there was a "but don't-quote-me" rider on most of their opinions. Like us, they did not wish to expose themselves to the false im- pression some people might get that they were pushing their own interests to the detriment of their country's.

Therefore, let us be clearly under- stood. We believe that there is good reason to increase national advertis- ing in Canada next year. But by that we do not mean that there is any necessity to abuse the privilege and opportunity by stretching the appropria- tion beyond a proper percentage of anticipated sales.

To our way of thinking, however, there is less real danger of tax loss involved in too much advertising than too little. Don't do enough advertising and what happens? Sales and profits drop off and the Receiver General preston on taxes because the extra money just doesn't live there any more.

But increase advertising to reason- able limits and what is the story? Pro- fits and sales increase in tomorrow's market so the government stands to collect higher tax revenues. Company names and products, relations with the



ANOTHER YEAR HAS PASSED AND IT IS
OUR PLEASURE TO THANK YOU FOR YOUR
CONTINUED PATRONAGE DURING THE
PAST YEAR.

AT THIS CHRISTMAS SEASON WE WISH TO
EXPRESS OUR THANKS FOR THE FRIEND-
SHIP AND GOODWILL SHOWN US DURING
1940. OUR WISHES GO OUT TO ONE AND ALL
FOR A MERRY CHRISTMAS WITH HEALTH
AND PROSPERITY IN THE COMING YEAR.

**STRATHMORE TRADING
COMPANY**

A. D. SHERIDMAN, MGR.

public will be stronger than ever when the advertiser alone.

Finally, remember that this war is different. It is a war of attrition in which sound economics and good business play a vital part. If what we

(Continued on Page Four)

**Lest We Forget**

WHILE we celebrate this Season of Goodwill in comfort, our brothers, sisters and comrades across the sea live 'neath the shadow of death... death let loose from the skies by the monstrous hordes of Nazidom and Paganism.

At this season we are particularly reminded of the debt we owe to those whose service and sacrifice make it possible for us to enjoy our Christmas midst the carefree happiness of children and fond parents... those valiant men who patrol the skies, man the ships, stand by the guns, and place their all—even unto life itself, between us and the enemy.

How can we pay our debt to them?

The least we can do is to Save every dollar that we can and lend it to Canada, so that Canada can provide everything in munitions and equipment to fortify these men for the defence of our country and our civilization.

Our savings should be invested in War Savings Certificates, and we should continue to save and invest in War Savings Certificates until Victory is won.

The widow's mite counts as much as the more a fortunate ones' plenty, as evidence of service, sacrifice and determination.

So then, whatever else you do at this Christmas season, save and invest in War Savings Certificates. The very consciousness of your service in the Defence of your homeland will make greater your personal enjoyment of Christmas.

W. H. Bensenville and de Gaudet Bensenville, Joint National Chairman, War Savings Committee, Ottawa

